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SALINAS

INDUSTRY

1868

'In 1868, Salinas Had One Street,
One Store, One Blacksmith Shop,
One Stable, Two Dwelling Houses,
One Hotel and One Town Drunk ...'

—Watsonville Newspaper

JOSEPH V. LACEY
BLACKSMITH & WHEELWRIGHT



CENTENNIAL

Lacey's Began In '68

By LARRY GROOMS
Californian Staff Writer

In the beginning of Salinas was the box wagon. And the box wagon begat the horseless carriage, and the horseless carriage begat the Tin Lizzie. And the Tin Lizzie begat the Detroit muscle car, and the Detroit muscle car begat the sporty compact.

Through all those changes in transport conveyances, Salinas drivers have had parts, paints and accessories supplied by members of the Lacey family.

Starting with a small blacksmith shop back in 1868, founder J. V. Lacey and his son, George, were Salinas' first wheelwrights and blacksmiths. They kept the wheels turning on the city's wagons, buggies and surreys with fringe on top.

With growing popularity of the automobile, the Lacey family expanded its shop to include a garage,

embarking on the automobile age in 1911.

And where there are repairs to be made, there is the need for replacement parts, so a modest parts house was added later, followed by a machine shop to replace the outmoded blacksmith's forge. The garage was later closed.

Today the machine shop is integrated into a streamlined and efficient engine rebuilding complex, where worn-out tractor, truck and automobile engines get a new lease on life.

The once small parts house has grown into a major warehousing operation with branch outlets in King City,

Hollister, Soledad and Seaside. The firm employs about 55 people in Salinas and its branches.

Now the firm carries up to 35,000 different numbers in auto parts and accessories.

Robert Chapman, who now manages the company, is the husband of the company founder's great-granddaughter, the former Diane Lacey. The founder's great grandson, Dean Lacey, inherited the family business from his father and ran it until his death in 1953.

Chapman notes that despite all the growth and changes in business over the years since the firm began, its Salinas location has never changed.



Lacey's In '84

This is how the crew at Lacey's Blacksmith and Wheelwright Shop looked 10 years after Salinas was chartered. From left are, Joe Conner, John Espinosa, Joseph V. Lacey (founder), George E. Lacey and Wallin Newmayer. They kept the wheels turning on the city's wagons and buggies and later had a machine shop and today automotive and industrial parts.

(John Hughes Historical Society photo)

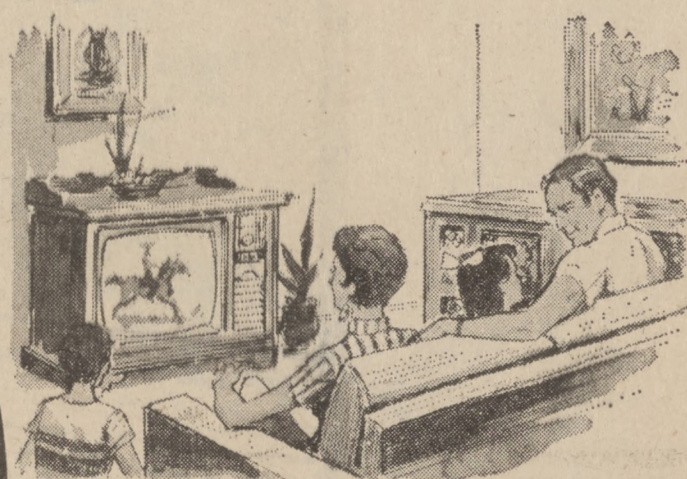
See Lacey Photo, Page 4D



the magnificent
Magnavox



CHANCES ARE,
GRANDMA REMEMBERS
THESE FAMOUS
MAGNAVOX
MILESTONES . . .



Harry Wardwell's **MAGNAVOX** Home Entertainment Centers

... truly have everything you need and want in Color Television and ... no hocus pocus or circus atmosphere at Wardwell's. You'll view most all models and styles of Stereo and TV manufactured by Magnavox in a modern, beautiful decorated setting—almost, we might say, in a homelike setting! Our merchandise is sold by people who know all there is to know about the Magnavox products you are interested in. You are welcome to browse as long as you wish with no high pressure tactics from anyone. You'll always come back to us because we know you want quality, value, courtesy and knowledgeable service. Come in and visit us soon in one of our two beautiful Shopping Centers.

- 1911 Electro-Dynamic Telephone
- 1915 Electro-Dynamic Loudspeaker
- 1915 Public Address System
- 1915 Amplified Phonograph
- 1919 All-Electric Pick-up for Phonographs
- 1922 Amplified Radio-Phonograph
- 1923 Single-Dial Radio Receiver
- 1936 Commercial Crystal pick-up for Record Players
- 1937 High Fidelity Phonograph
- 1948 Harry S. Wardwell arrived in Salinas
- 1948 Dual Stylus for Micro-Groove Records
- 1949 Harry and Shirley Married

- 1949 Chromatic Optical Filter in Monochrome TV
- 1951 Harry D. Wardwell born in Park Lane Hospital
- 1952 27" (diagonal measure) Television
- 1954 Convenient Top Tuning Control on TV
- 1957 Transistorized Portable Shortwave Radio Receiver
- 1958 Stereophonic High-Fidelity Radio-Phonographs
- 1959 All-Inclusive Stereo Theatre Family Entertainment Centers
- 1960 Self-Contained Portable Stereo Phonographs
- 1960 Jam-proof, fool-proof Record Player to track at 1/10 ounce pressure.
- 1961 Fully Automatic Monochrome TV—Videomatic
- 1962 Astro-Sonic Solid State Stereo Radio-Phonograph—NO TUBES.
- 1963 Synchronous 4-pole Record Player Motor

- 1964 Automatic Fine Tuning on Color TV
- 1964 Chromatone Control on Color TV
- 1964 Quick-On Pictures on Color TV
- 1965 Monterey County's first Magnavox Home Entertainment Center opened in Monterey
- 1965 Astro-Sonic Solid-State Monochrome Big-Picture TV
- 1967 Magnavox Home Entertainment Center opened in the Beautiful Del Monte Shopping Center
- 1967 82-Channel VHF/UHF Instant Automatic Remote Control
- 1968 Frequency Modulated Signal Sentry (FMSS) for FM Radio
- 1969 Total Automatic Color (TAC) System
- 1970 Harry and Shirley purchased the County's first Magnavox Home Entertainment Center.
- 1972 Videomatic 100% Color TV Chassis
- 1973 New Magnavox Home Entertainment Center opened in Northridge Center ... Harry D. Manager.

YOUR FAMILY AFFAIR



Model 4786 —
Mediterranean styling

This beautiful Magnavox adjusts its own picture to changing room light — automatically — for a clear, sharp picture day or night. One-button tuning, of course... and 100% solid-state chassis, too... plus a Super Bright™ Picture Tube and distinctive breakfront design in your choice of three styles.

Magnavox Annual Sale

SAVE \$51²¹ NOW \$649⁷⁴



Harry S. Wardwell



Shirley J. Wardwell



That's OUR Boy!



HARRY WARDWELL'S
Magnavox
HOME ENTERTAINMENT CENTERS

SALINAS — TWO LOCATIONS —
708 NORTHRIDGE • 449-1588
Open Mon. Thru Fri. Nites 'til 9:30 p.m. • Sunday 12 to 5 p.m.

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230 DEL MONTE CENTER • 373-0743
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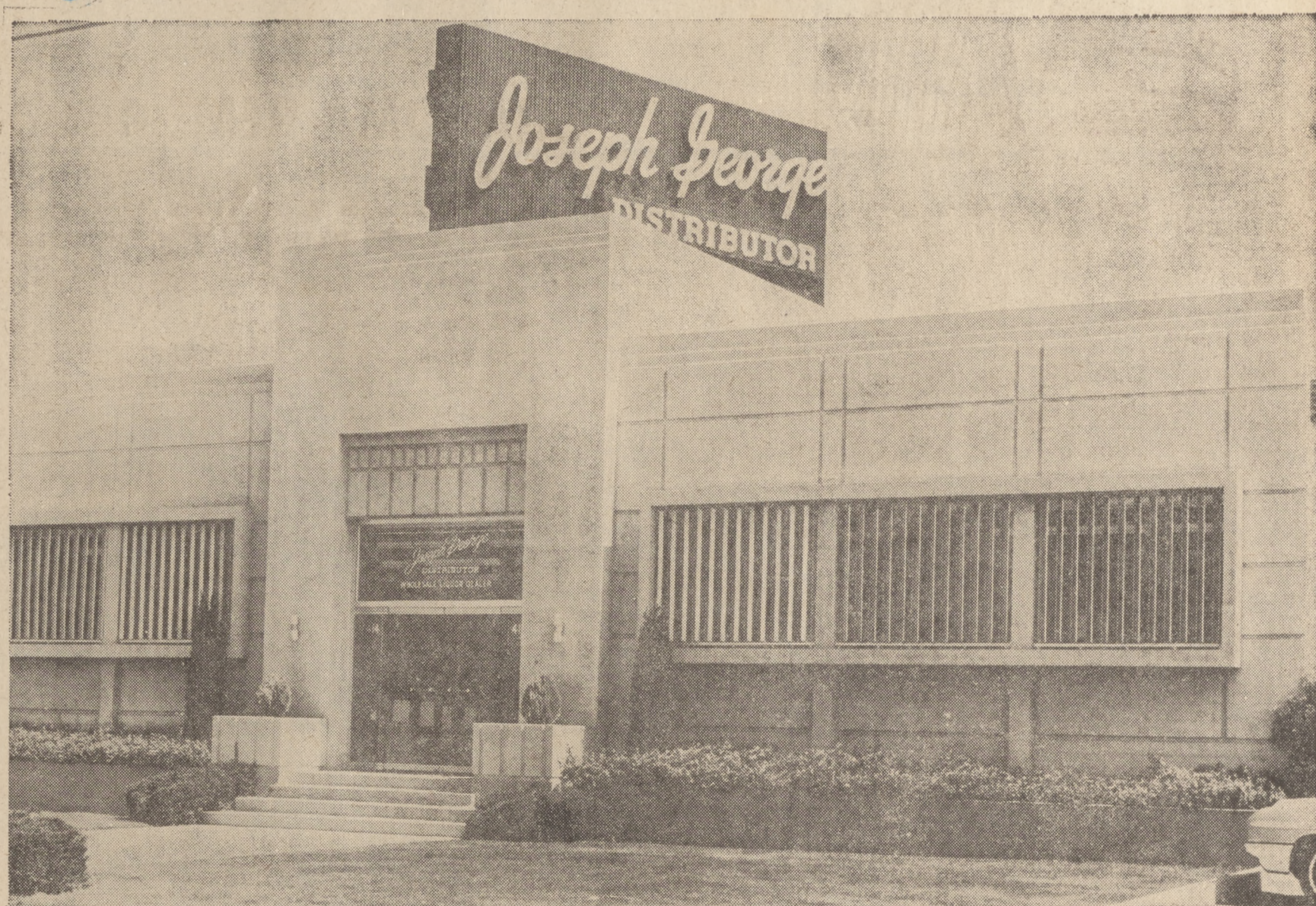
Success Story

that started 32 years ago!

Joseph George DISTRIBUTOR

Progress and growth continue to favor us . . . after 32 years of serving the areas of Salinas Valley, Monterey Peninsula and San Benito County . . . We have 23 trucks servicing a complete inventory of the finest Liquors, Wines and Beers to customers throughout the central coast counties. From a modest beginning of eight employees, we now have forty employees in our Salinas operation who all share our pride and responsibility in distributing the many fine exclusive products.

Joseph George
DISTRIBUTOR



Our Beer Division includes: *Olympia, Schlitz, Country Club, Heineken and Tuborg.*

Our Distilled Spirits Division includes: Old Grand Dad, Old Taylor, Old Crow, Sunny Brook, Cutty Sark, Vat 69 Gold, Cluny, Lauders, King George IV, Windsor Supreme Canadian, Sauza Tequila, Beebeaters Gin, Gilbey's Gin, Gilbey's Vodka, Bacardi Rum, DeKuyper Cordials, Southern Comfort, Almaden Brandy and A. R. Morrow Brandy.

Our Wines include: Mirassou, San Martin, Beringer, Sebastiani, Hanns Kornell Champagne and Isabel Rose.

We also distribute complete French, German, Italian and Spanish wines.



**JOSEPH GEORGE DISTRIBUTOR, 414 WEST MARKET, SALINAS.
OTHER BRANCHES: SANTA CLARA, SANTA CRUZ, BELMONT.**

Time Changes Wheels That Moved Commerce

By LARRY GROOMS
Californian Staff Writer
Wheels of one sort or another have played a vital role in the development of Salinas; wagon wheels to bring the city's founders, and the steel wheels of railroad cars to make Salinas the "salad bowl of the world."

The first vestige of public transportation came through what is now the Salinas area in 1860. That was the year Pacific Coast Stage Lines established a stagecoach route between San Francisco and Los Angeles.

In 1873 the coach company advertised, "Coaches leaving Salinas daily at 4 p.m., on arrival of cars leaving San Francisco at 8 a.m. — arriving in Los Angeles in 60 hours!"

But even as the coach company was boasting of its 2½ day run over the

From Wagon Wheels To Steel, To Rubber

arduous 459-mile route, the "coach and six" was on its way to oblivion.



Railroad, 1872

In November, 1872, one year before the stagecoach line ran that advertisement in the old Salinas City Index, the iron rails of the Southern Pacific Railroad were laid at Salinas' doorstep. Later the rails were extended south to Soledad.

While passengers enjoyed only limited benefit from Salinas' newly arrived railroad service — Southern Pacific didn't complete the section of tracks between Santa Barbara and Lompoc until 1901 — Salinas farmers found the railroad valuable for moving grain and cattle to markets in San Francisco and Oakland.

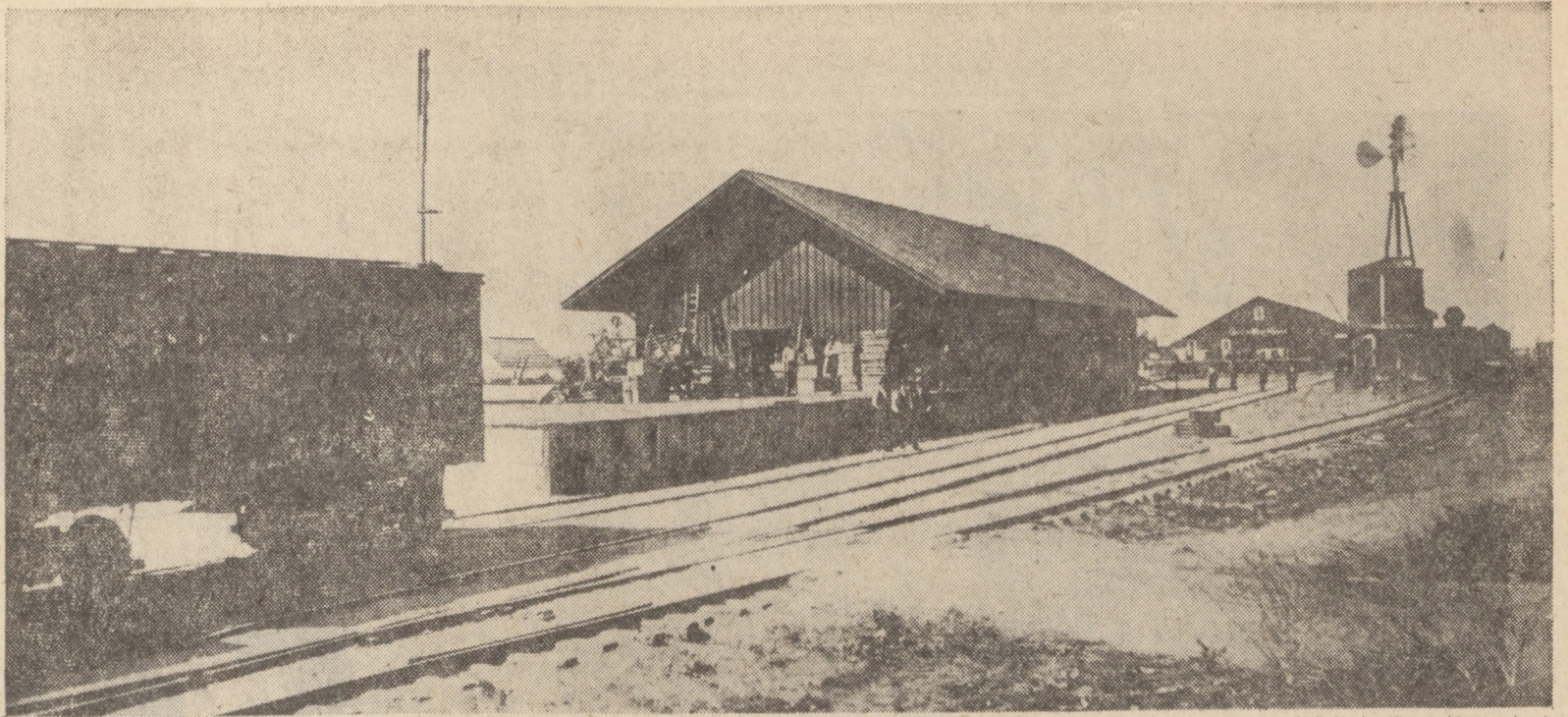
A notice in the Index advised farmers that, "for the season 1873-74 the rate on grain from Salinas City to San Francisco or Oakland wharf will be \$5.50 a ton, storage and handling free."

Although Salinas welcomed the railroad, the city did not unanimously shower railroads with

affection. An item in the Index describing a lightning strike near Sacramento, asked, "Why don't the anti-railroad organs (blame) Stanford for coaxing the electrical fluid into the state by means of the iron rails of the Central Pacific?"

Rail and stage travel

coexisted in Salinas for some years after the Southern Pacific's arrival. As late as 1873 the Index reported, "for some time past the stages of the Coast Line Stage Co. have been loaded down on the southern trip, indicating a rush to the southern part of the state."



SOUTHERN PACIFIC depot in 1875 in Salinas looking to west

(John Hughes-Historical Society photo)

Stages Still Used

But for most people in Salinas, the primary mode of transportation was the horse and buggy. A trip by train to San Francisco took eight hours. Los Angeles was accessible only by stage coach, and even San Jose was 12 hours away, by stagecoach. Travel was not something to be taken lightly.

The Index reported that

Salinas Lot Price Between \$100-\$200

Jan. 15, 1874—Salinas City Index: RARE CHANCE: A Riker, of this town (or Dr. W. P. L. Winham), offers to sell 150 lots, situated in desirable locations within the town limits, for homesteads, for sums ranging from \$100 to \$200 each, 10 per cent to be paid down in cash and the balance in quarterly installments with interest at one per cent, on deferred payments.

Happy 100th
Birthday,
Salinas!

in 1873 a man named Schell showed his confidence in the future of the horse and buggy. The newspaper wrote, "The growing importance of the stable and livery business has induced Schell to relinquish his horse shoeing establishment. Hereafter he will furnish any kind of turn-out required, and board or let horses."

The city's street work in early 1874 was fairly uncomplicated. The town marshal awarded a \$50 contract to have Main Street levelled by a man named John Hays. The Index observed, "Many

imagine that Hays cannot do the job for that sum, but those who know him say he will do it if it takes all summer."

Hays was well-equipped for the job, with a newly-invented plow and scraper pulled by six to eight horses.

Runaway Teams

While transportation in turn-of-the-century Salinas was far slower than that of today, it was only slightly safer. Almost weekly the Index reported cases of injuries caused by runaway teams and overturned carts and wagons.

(Continued to Page 6D)

1877 Fun Ended in Painful Shooting at Blacksmith's Shop

March 22, 1877—The Salinas City Index: Accidentally Shot—Charley Allen, who runs the blacksmith shop in Corner's Building, was accidentally shot on Tuesday afternoon under the following circumstances:

Allen, Jack Lynch and a man named Smith were in the shop together. They appeared to have been in a skylarking mood. In fun, Lynch struck Smith a blow

with a cane on the seat of his pants.

This sportive cane-tap exploded a pistol which Smith carried in his rear pocket, the bullet taking effect in the portion of Allen's abdomen, producing a painful, though not dangerous, wound.

A leather apron, broke the force of the bullet and, in all probability, cheated the undertaker out of a job.



LACEY'S changed from blacksmithing to machine shop to automotive

(John Hughes-Historical Society photo)

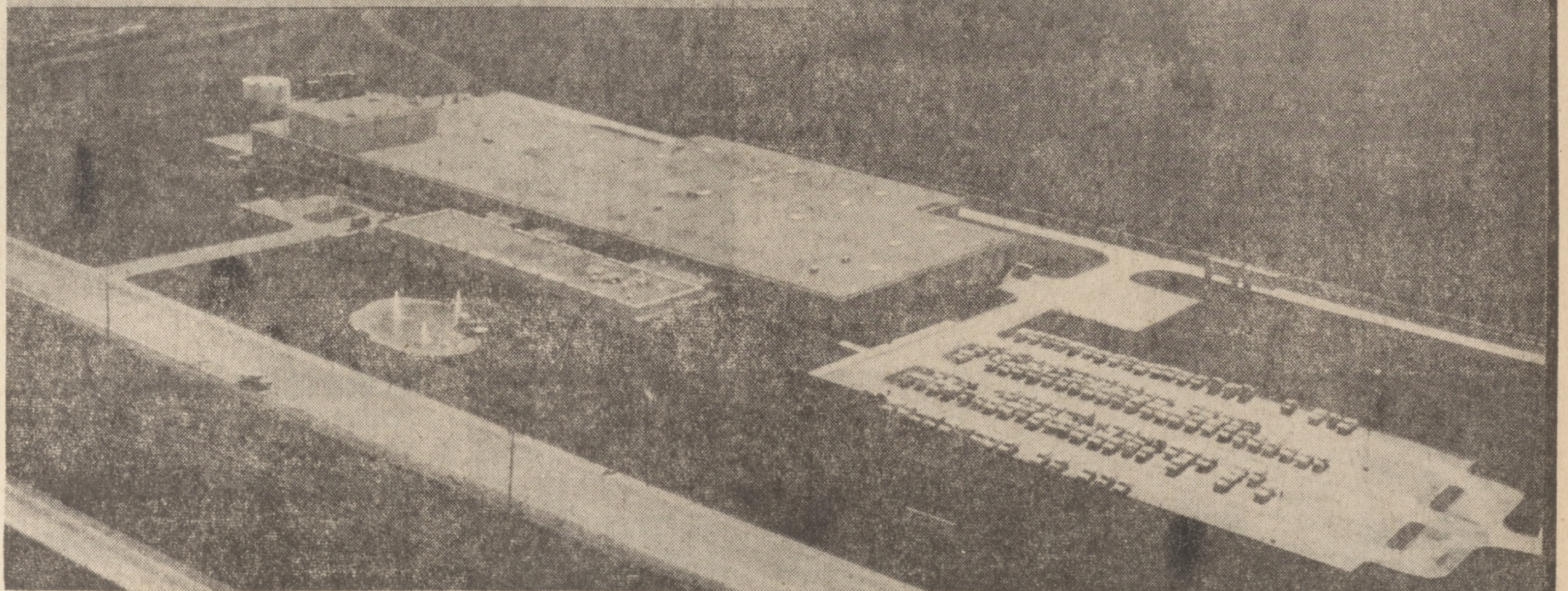
SINCE 1965 Peter Paul, Inc. Has Sweetened The "Lettuce Bowl" Of California

Peter Paul is one of the newest and most modern industries located in the Salinas Valley. When the Salinas Division was first opened, it became known nationally as "The Candy Plant of Tomorrow" and enticed visitors from many different countries such as Sweden, England, Japan, and Canada to view the modern facilities. The spacious grounds, well-kept lawns, and sparkling fountains have become a landmark in Salinas.

Today, the Salinas Plant produces such fine Peter Paul products as: Mounds, Almond Joy, Caravelle, and Cluster. Recently, the Salinas Plant added additional facilities to produce Peter Paul's new Bite Size line of "small candy bars in big poly bags." As one of the largest candy factories in the world, the Salinas Plant last year manufactured over 20,000,000 pounds of candy.

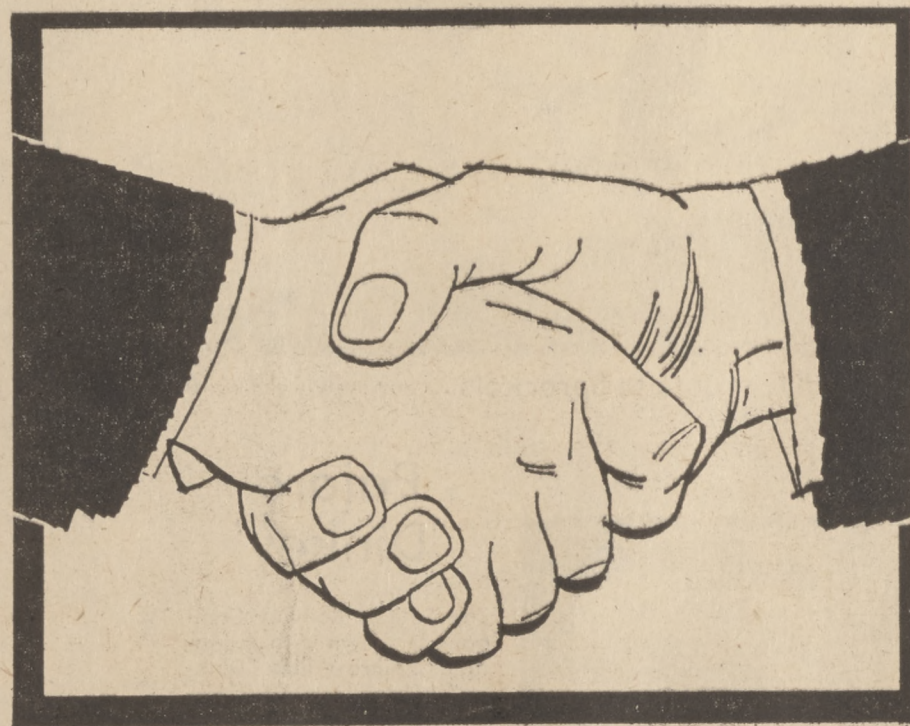
Employing over 130 people, the Peter Paul's Salinas Division employees have earned the respect of the community through both Corporate and individual participation in local activities. Such activities as the Chamber of Commerce, the United Way, the Rotary and other public service organizations have profited by the unselfish services of Peter Paul Salinas Division employees. One interesting sidelight of Peter Paul participation is in the Salinas Rodeo each July. Last year, two members of the Peter Paul team won ribbons in the Rodeo competition.

For the past nine years, Peter Paul has been a good friend and neighbor in the Salinas Valley.



CONGRATULATIONS TO THE PEOPLE OF SALINAS

1874



1974

FROM
Firestone

Having existed as a city for 100 years, Salinas has passed the test of time. The times here have almost always been good, but when things weren't so good, it was the people who buckled down, adjusted to the times, and made things work. The times con-

tinue to change, and today Salinas and the rest of America face an energy crisis. Just as the people here have always adjusted to difficult situations, Firestone has adjusted to the current situation by increasing production of a very special tire. We call it . . .

A TIRE FOR THE TIMES

**FREE**

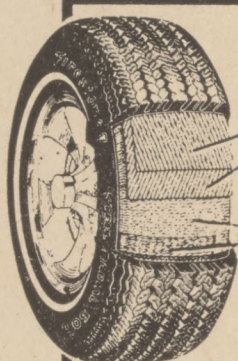
Pamphlet on
Steel Radial 500
gas-saving story.

(AVAILABLE AT ALL FIRESTONE STORES)



The Steel Radial 500^{T.M.} can give you up to **30 EXTRA MILES** from every tankful of gas you buy!

This gas savings is based on a car with 20-gallon fuel capacity and currently averaging 15 miles per gallon. Naturally, your savings will depend on how much stop and start driving you do.



2 strong steel belts give long mileage by reducing tread "squirm" on pavement

Radial polyester cord body provides smooth, easy rolling ride

7 to 10% fuel savings...a result of the reduced rolling resistance of our radial design (compared with our other types of tires)

Superb road handling and traction

Original equipment on many of the finest new 1974 cars

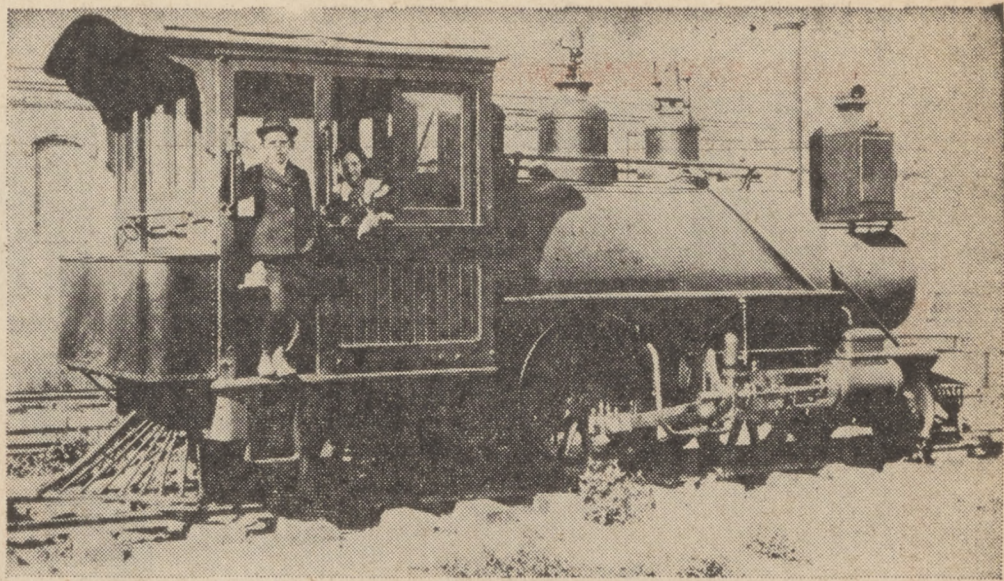
**Guaranteed
for
40,000 miles!**

Firestone Steel Radial 500 tires are guaranteed to give you 40,000 miles of treadwear in normal passenger use on the same car. If they don't, take your guarantee to any Firestone Store or participating dealer. He'll replace the tire with a new one and give you credit for the mileage not received based on the then current adjustment price (approximate national selling average price) plus Federal Excise Tax. A small service charge may be added.

Put **STEEL** between you and tire trouble!



FIRST SALINAS run Nov. 25, 1897 drew crowd for route to Spreckels (John Hughes-Historical Society photo)



Narrow Gauge Engine

This narrow gauge engine is shown in Spreckels' railroad yard in 1900. It traveled to Salinas and vicinity, including route down the center of Main Street.

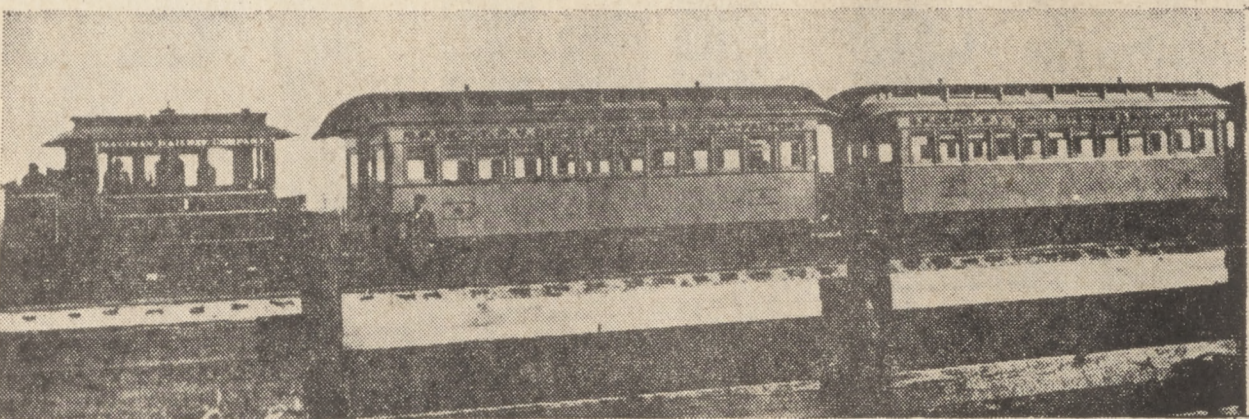
(John Hughes-Historical Society photo)



Bardin Ambulance

Emergency? If you needed help in the early 1900's, you could get it from the Jim Bardin Hospital ambulance shown here with a nurse. The Bardin hospital served the community for many years at Main and John streets (current site of Northern California Savings) and was the city's only hospital for years. It later was moved to Avenue A, between Main and Lincoln where it was, successively, used as a hospital by the late Dr. H. C. Murphy, a Bachelors' club, the Webb hotel and the White House.

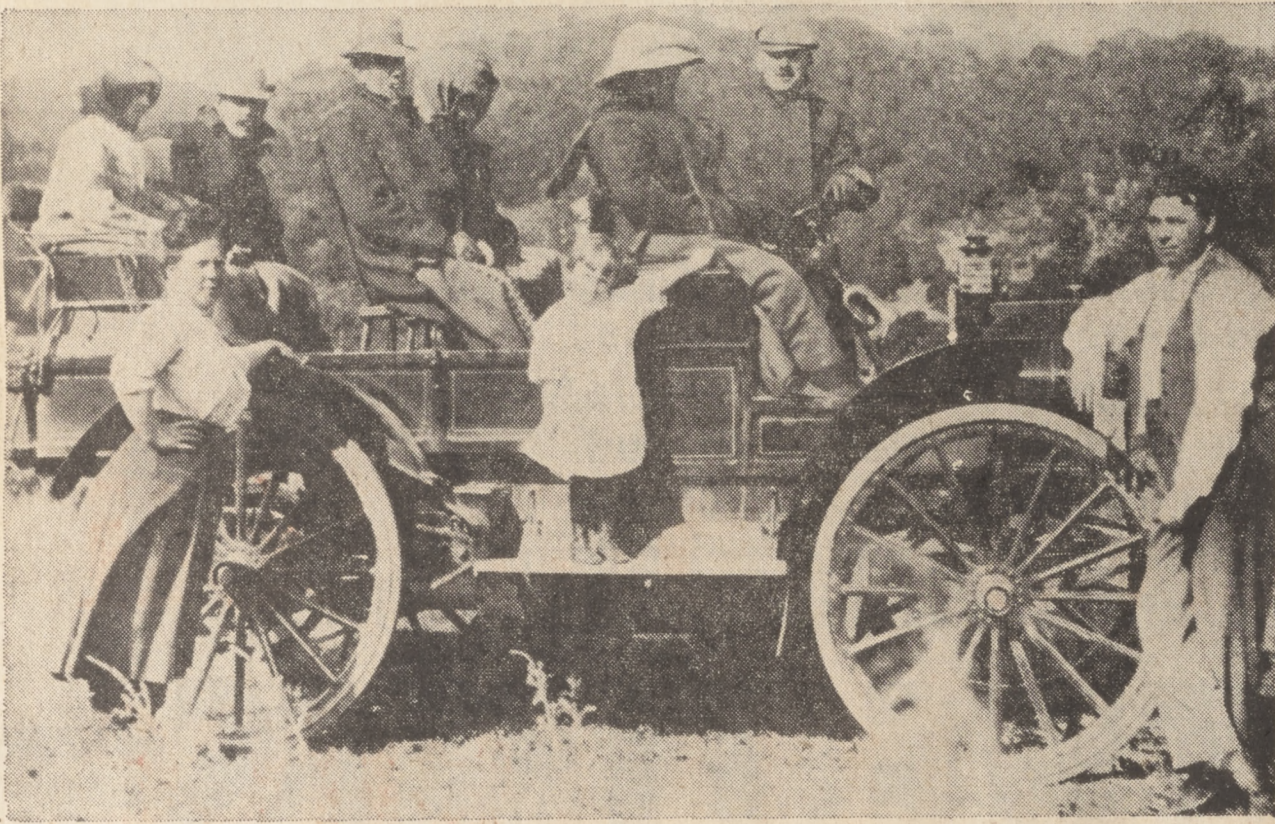
(John Hughes-Historical Society photo)



Pajaro 'Dinky'

The Salinas Railway Company is shown with the famous Pajaro Valley "Dinky" which traveled between the Salinas S.P. Depot, Pajaro Valley Depot, Riverside and the Spreckels sugar factory.

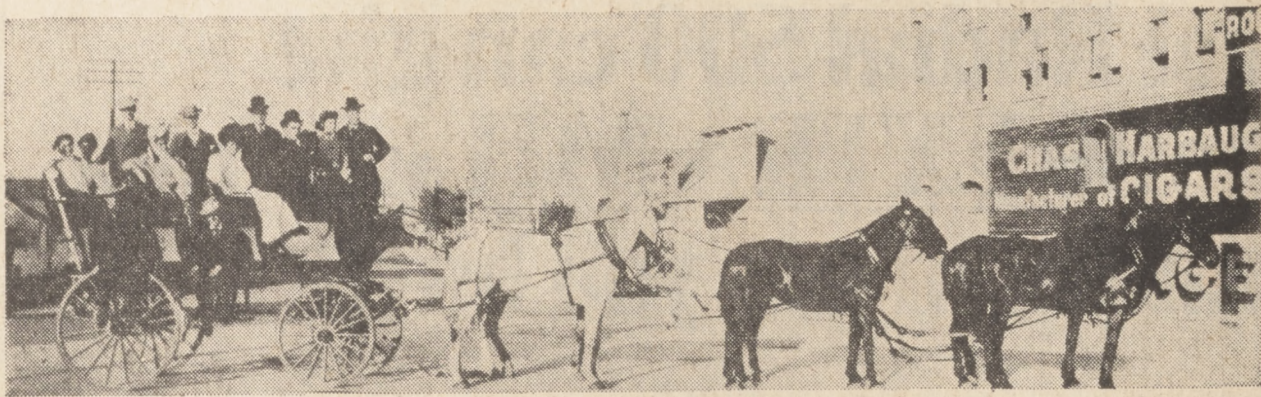
(John Hughes-Historical Society photo)



(John Hughes-Historical Society photo)

Mayor and Delivery Truck

Mayor Dan Madeira, at wheel, is shown with the Ford & Sanborn delivery truck (an International with chain drive). The outing was a trip to Camp Stefani. Notice the hard wheels, almost like a wagon's, and bundled up travelers with second row sitting on common house chairs.



Fashion Livery Wagon

This 1898 Society Group is posing in a Fashion Stable livery wagon at intersection of Main and East Market streets (then Castroville Street). In background is Machine Works of George Lacey (son of founder, Joseph Lacey), one of Salinas' oldest businesses.

Wheels Change

(Continued From Page 4D)

A Salinas Index account in 1899, headlined "Knocked Down by a Horse," detailed one such accident on Main Street. It said, "About 8 o'clock last evening a horse attached to a light cart became frightened in front of Palmtag's Saloon on Main Street and started to run." The article went on to explain how the animal came to collide with E. Froli, "who was picked up rather dazed and taken into the saloon. He soon revived and left for his home with no further injuries than a slight cut."

But time was running out for the livery stable, the runaway horse on Main Street and Ford and Sanborn advertisements of luxury surreys for only \$200.

1902 First Auto

Something happened one sunny day in 1902 that forever changed the face

and the character of Salinas. Merchant L.W. Sanborn brought the first automobile in Salinas to the intersection of Main and Gabilan streets. The chugging, popping machine immediately drew a crowd of curious citizens. The car was cautiously photographed from an upstairs window across the street.

The first car in Salinas, a Winston, wasn't a novelty for long.

By 1910 Salinas had a Buick dealer advertising the luxurious 1910 Buick touring car, with immediate delivery.

Five years later the automobile was proliferating in Salinas, and the city had no less than four taxi companies.

The Dodge Brothers had a dealership in Salinas by 1915, and the local dealer took out a quarter-page in the Index to extol the one-man top, jiffy curtains, real leather upholstery and

30 to 35 horsepower engine of the latest model — \$880 F.O.B. Salinas.

But all the interest in personal motoring didn't diminish the role of the railroad in Salinas as the 20th Century gathered steam.

Lettuce by Rail

Lettuce, a relatively new crop in the Valley, needed quick shipment to markets. And iced railroad cars provided the means of moving lettuce quickly.

The first "large scale shipments" of lettuce came in 1921, when Southern Pacific moved 37 carloads out of Salinas. By 1936 the railroad was moving more than 20,000 carloads of lettuce.

Then came the advent of mechanically refrigerated cars and trucks, and later still, quick freezing of produce for longer life between field and super-market.

In 1972 Salinas truck and rail shipments of lettuce alone totaled 36,926 carlot equivalents.

Salinas Bonds Issued; Santa Rita Named

April 2, 1874—Salinas City Index: The bill authorizing the town of Salinas City to issue bonds to the amount of \$15,000 for school and fire department purposes has passed both Senate and Assembly. Also a bill to change the name of the town of New Republic to that of Santa Rita.

CHURCH SITE

March 26, 1874—Salinas City Index: The Catholics of this place have purchased the requisite lots on the south side of Castroville Street (Market Street) for the purpose of eventually erecting a suitable church edifice and other buildings.

Happy 100th
Birthday,
Salinas!

SMUCKER'S

JAMS



JELLIES

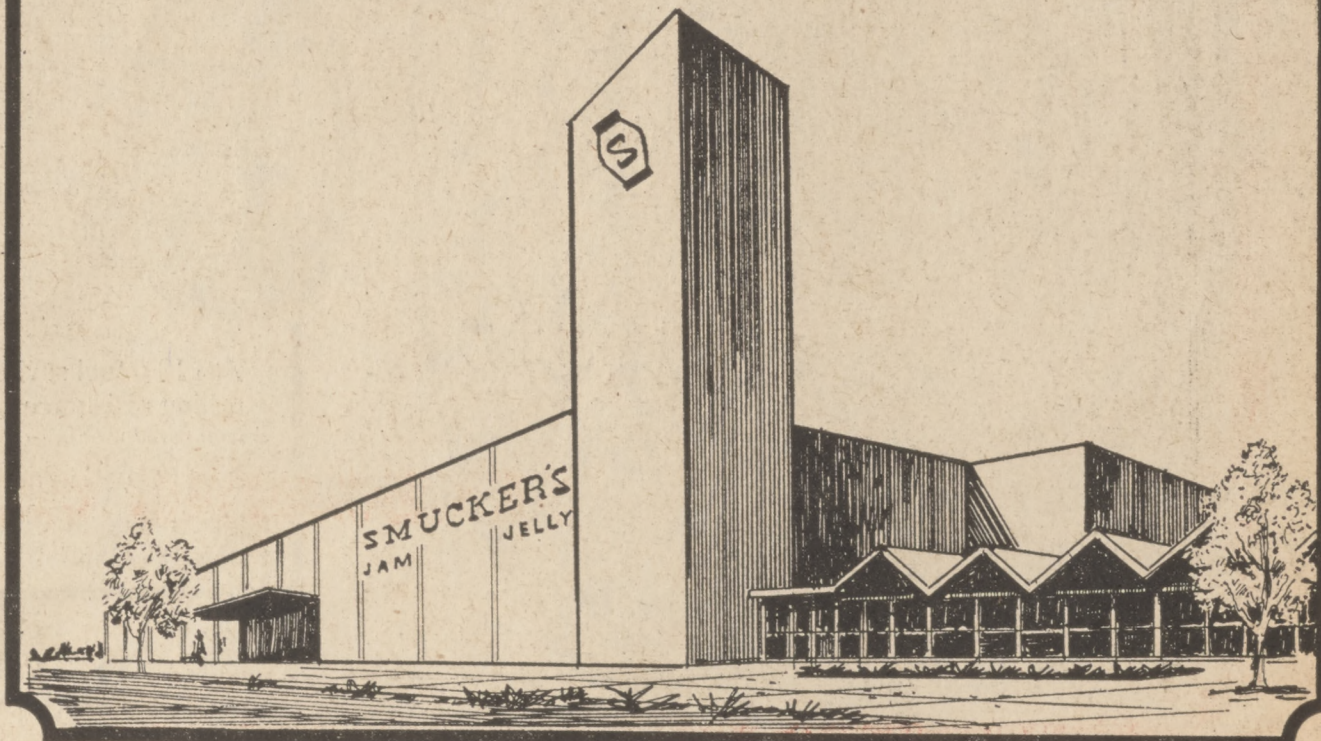
A FAMOUS OLD NAME

SINCE 1897

A NEW LANDMARK IN SALINAS

SINCE 1961

From one old timer to another, Happy Birthday! We know the next hundred years will be great ones for Salinas, and we hope to be around for the celebration!





Schilling Flavor Started Making The Difference 93 Years Ago

**A Lot Of Spice — Everything Nice
Especially Congratulations
City of Salinas On Your 100th Birthday
From All The Folks At Schilling, "We're Only 93"**



SEASONING CAPITOL OF THE WEST

What Was Steinbeck Like?

Classmates Recall Him as a 'Loner'

By AL PARSONS
Californian Staff Writer

In its 100-year history, Salinas has produced no son more famous than Nobel Prize winning author John Steinbeck.

The man who was to take his place in the front rank of American literature was born Feb. 27, 1902, in a tiny, rustic Salinas that was not quite 38 years old and took no special notice of his arrival.

By the time of his death in late December, 1968, his work had been translated into 33 foreign languages, he had won both the Pulitzer and Nobel prizes, and had spread the name of the Salinas Valley across the pages of some of the greatest fiction in American history.



Hours of Solitude

Though his early years gave little indication to those around him that he was to become a literary giant, in retrospect many believe he used his long hours of solitude to catalog in his mind the atmosphere of the Salinas Valley. It was an atmosphere he would draw upon in writing such works as "East of Eden," "Of Mice and Men," "The Long Valley," and "Travels With Charley."

Steinbeck was born John Ernst Steinbeck Jr. in his family's home which still stands at the corner of Central Avenue and Stone Street.

Father, County Official
He was the son of John E. Steinbeck Sr., a feed and grain merchant who later became a long-time Monterey County Treasurer, and Olive Hamilton Steinbeck, a teacher in Salinas Valley schools.

Steinbeck Sr. was a bewhiskered man with a large handlebar mustache, the son of a Hollister grower who had immigrated from his native Prussia (now Germany).

At the time of Steinbeck's birth, Salinas had a population of around 2,500 and was a small community with ample open spaces and swamps which when dry left a salt-like appearance, providing Salinas with its name.

In his later years Steinbeck fondly recalled the bygone era of his youth in a Salinas which no longer existed.

High Fog Noted

In Holiday magazine he wrote, "Salinas was never a pretty town. It took a darkness from the swamps. The high, gray fog hung over it and the ceaseless wind blew up the valley, cold and with a kind of desolate monotony. The mountains on both sides of the valley were beautiful but Salinas was not and we knew it."

"Perhaps that is why a kind of violent assertiveness, and energy like the compensation for sin grew up in the town."

Steinbeck also remembered the California Rodeo, an institution started in Salinas during his youth, and an event he often attended.

Recalling that it had been started "to attract tourists," he was somewhat dismayed by the way it had changed. "This celebration had started as a kind of local competition. One's uncles and even athletic aunts entered the roping contests... then gradually the professionals moved in and it became 'show business.'"

Liked Smallness

But despite Salinas' alleged drawbacks, Steinbeck cherished its smallness. "I remember Salinas best when it had a population of between four and five thousand. Then you could walk down Main Street and speak to everyone you met. Tom Meek the policeman, and Sheriff Nesbit, Jim Bardin, Mr. Pioda, manager of the sugar factory, and any one of a multitude of Hugheses."

As a youth, Steinbeck wandered around many of the open fields Salinas had to offer and played with many children who grew up and remained in Salinas.

Cooper Was Pal

One of them, Ignatius Cooper, remembers some of those times. "He lived just a half a block from where we did," recalls

Cooper. "We played a lot, you know, the kind of games that children do. And we'd ride bikes. Market Street wasn't even there in those days, so we had plenty of room to run around."

Many people who remember Steinbeck recall him as a loner, and sometimes a bit eccentric. But Cooper says, "I didn't have any trouble with him. I always got along with him. He used to come over to our house and get cookies, and my mother would cook for him sometimes."

Steinbeck remembered Cooper and his family in his 1962 work "Travels With Charley." Steinbeck recalled that he didn't like Cooper as well as Cooper's brother. But he said that was no doubt due to Cooper being the best athlete and best student and other ingredients that make for envy.

Basketball Player

Steinbeck was a member of the Salinas High basketball team in 1919, the year he graduated. Before becoming a husky, six-footer in early adulthood, he was something of a gangling youth, and most say he wasn't that great a basketball player. But he enjoyed the game.

L.E. (Eddie) Johnson, named this year as Salinas' Outstanding Citizen by the Chamber of Commerce, was on the team with Steinbeck. Johnson, a few years behind in school, also worked with the author at Spreckels Sugar Factory. Johnson, like most of Steinbeck's friends, remembers him as a loner, but "he was congenial."

Worked in Lab

"At Spreckels, he worked in the lab and I worked in the storeroom. We used to take a train together, about four of us, and work out there during a 'campaign' (processing). Now they're going all the time out there, but in those days a campaign used to last about two months," said Johnson.

"He seemed to enjoy the work, working in the lab. But he didn't talk much. He wasn't a forward type individual. He was kind of a recluse."

Johnson remembers that Steinbeck could often be seen walking on the outskirts of the city, apparently oblivious to the world around him. "I'd see him out in the country, wandering around. I guess deep in thought. Maybe thinking up a story. I'd offer him a ride, and he'd just wave and say no thanks."

Worked in Fields

The sugar factory wasn't the only work Steinbeck found in his free time. He often worked fields as a manual laborer, especially in the summer, like most of the other youths in the valley.

But when he wasn't working or in school, he preferred to be alone. Dorothy Donahue, who graduated with Steinbeck, remembers, "He'd rather not participate. His mind was busy working."

She also remembers that he wasn't a stellar student. "I would say he was average. I wouldn't say he was outstanding."

Wrote in El Gab

Though Steinbeck did some writing in high school, particularly for the school yearbook, "El Gabilan," Miss Donahue says, "I don't really remember him wanting to be a writer in high school. Once, many years later, I remember I asked him how he became a writer. He said with a pencil, a pad, and a million words."

Miss Donahue also recalls that his family didn't let him neglect religious studies, and he would appear in St. Paul's Episcopal Church with some regularity. He was even a choir boy there.

'Little Different'

Mrs. Olga Tynan was another childhood playmate of Steinbeck's. "Their (the Steinbeck) home was on one corner and ours was on the other." Of John, she remembers, "John, well, he always seemed a little different. He was completely remote from my thinking at that age. He very definitely was a loner."

Shortly after she had married her husband Michael, she recalls that Steinbeck stopped by to see them when they were out on the front porch. "He came over and sat on the porch, and he looked at me, and then said, 'You know, I'm going to write an ode to your eyebrow.' Then he left. I'm afraid he didn't get a very warm reception from Mike from then on."

Met in London

Some time later, she met Steinbeck and his "second or third" wife in London by accident. She recognized him, and he her, and he invited the Tynans up for cocktails in his hotel room. "We had a perfectly wonderful time. He was very gracious and courteous. He asked about old friends from Salinas."

Some friends recall his eccentricities, and chalk them up to his preoccupied mind.

Johnson recalls seeing Steinbeck walking around



Steinbeck on 1919 Team

Author John Steinbeck was a member of the 1919 Salinas Union High School basketball team. Shown, front row, from left, Church, a forward; Captain Kellogg, forward, and Eddie Johnson, guard. Middle row, from left, Bairos, guard; Storm, guard; W. Muller, forward, and Steinbeck, forward. Back row, from left, Best, coach; Thorup, center; Black, center; Sherwood, guard, and R. Muller, manager. Salinas lost two games that season to Watsonville and Santa Cruz and won four. They beat Pacific Grove, King City and Monterey, and Gilroy by forfeit. Steinbeck, a gangling six-footer, enjoyed basketball, but most of his colleagues said he wasn't "too great a player."

the city streets in a heavy overcoat even on the hottest of days. Another friend, preferring to remain anonymous, recalls visiting Steinbeck's mother shortly before her death.

'Kept Pouring Coffee'

"She was laying on the bed, and in came John. He was wearing these filthy clothes, and he had a coffee pot in one hand and a coffee cup in another. He sat down on the floor and just kept pouring coffee into the cup, which was broken, and drinking it." The friend recalls that it seemed particularly peculiar because Mrs. Steinbeck prided herself on maintaining an immaculate home.

For but all his eccentricities and passion for solitude, he was by no means unpopular at school. In fact, he was his senior class president and landed a leading role in the senior's class play, "Mrs. Bumpstead-Leigh."

Gently Poked Fun

It was in the yearbook

his senior year that his first published writing appeared. With considerably less polish than he developed later, Steinbeck wrote an article called "The How, When

and Where of High School," in which he gently poked fun at the classes he had taken and that the high school had to offer.

For instance, he contended that "math is the science of getting the best

mark from the least work."

After graduating from Salinas high, Steinbeck attended Stanford University on and off until around 1925. He never

(Continued to Page 10D)

Spreckels Led New Industries

Industry was slow to start in agriculturally-oriented Salinas of 1874.

Although it wasn't what we consider industry today, probably the first larger than average operation that manufactured something was Joseph V. Lacey's Blacksmith and Wheelwright shop in 1868, which later became George E. Lacey's Machine Works.

J.A. Webster had a tinsmith's retail outlet on Main Street by 1883, and he made his own tin buckets and sprinklers in the shop.

A four-story flour mill was constructed by William Brumwell in 1870-71 near the lagoon north of the later S.P.R.R. depot and west of Natividad Street.

The other major building of the time was the Salinas Brewery erected in 1892, a half mile from Salinas, by J.H. Menke. It was a substantial three-story frame structure and was fitted with the latest machinery for the brewing of steam beer. A 20 horsepower steam engine was used with output about 8,000 barrels a year.

The first major industry to locate in the Greater Salinas area was Spreckels Sugar Company (Amstar) in 1897 at Spreckels.

The next industry didn't come until 1928 when Salinas Valley Wax Paper was established in Salinas (originally in Spreckels).

Later, Kaiser Refrac-

tories located at Natividad and Moss Landing in 1943. Steelfab, Inc. came to Castroville in 1947. The year 1950 saw the beginning of a huge electric power generating complex at Moss Landing.

Other major industries to follow were Hoerner-Waldorf Paper Company (formerly St. Regis), 1954; Cochran Equipment Company, 1954; Kuhlman Electric Company, 1955; Uni-Dynamics (Universal Match Corp.) in Prunedale, 1957; Wilder Manufacturing Company, 1957; Martin Brothers Containers & Timber Products, 1958; Streater Store Fixtures, Inc. (since closed), 1958; Growers Frozen Foods, 1958; J.M. Smucker Co., 1959; The Nestle Company, 1960; ITT Jennings Radio Mfg. Corp., Castroville area, 1962 (since closed); Union Carbide Nuclear Company, Salinas (research) and King City (mine), 1963; Firestone Tire & Rubber Co., 1963; Peter Paul, Inc., 1963; Fusion Rubbermaid Corp., 1964; McCormick & Company, Schilling Division, 1965; Triangle Electronic Manufacturing Company, 1966; Ashworth Brothers, Inc., 1967.

Not represented here are a huge influx of nurseries in the area which add to the agricultural total, plus grape plantings and wineries from Soledad south and the fishing industry at Moss Landing.



(Allen photo)

First Major Industry

Familiar Spreckels sight are tons of sugar beets on railroad cars ready for processing at the original Spreckels plant, now Amstar. In operation since September, 1899, the original red plant includes about 4 million bricks. It stands five stories and is 582 feet long. It succeeded an earlier plant in Watsonville in 1880. Recent plant expansion has diversified the operations to include jams, jellies, catsup and mustard, as well as other products.

A Toast to the City of Salinas

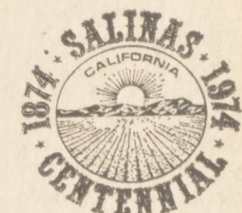
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Couroc of Monterey

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to the City of

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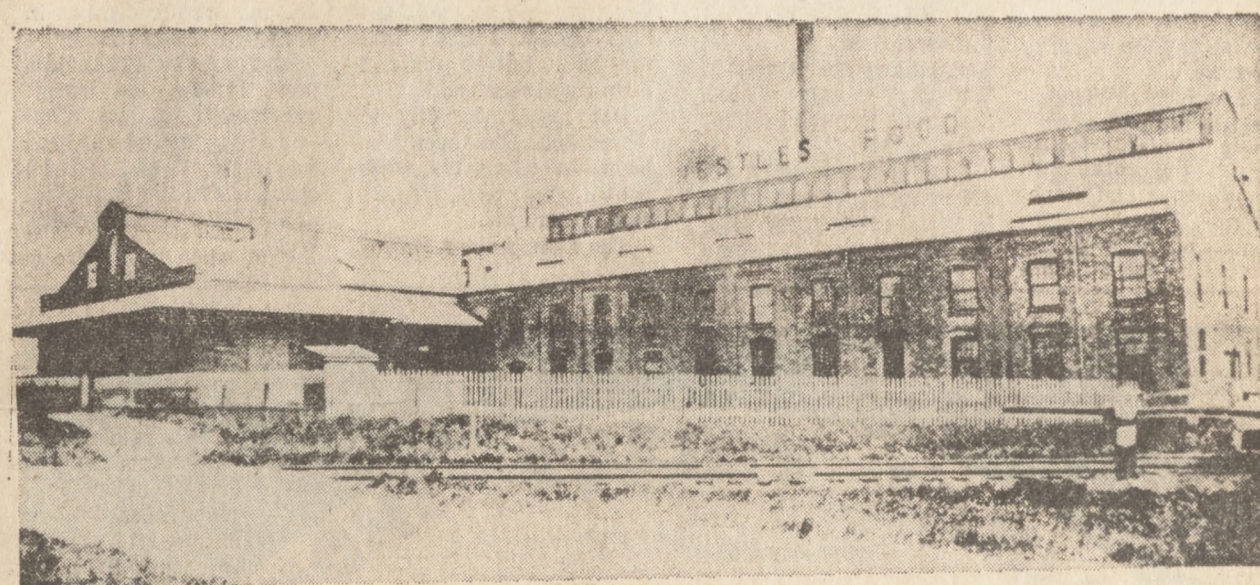
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Nestle's first American manufacturing plant as it appeared in 1915



Nestle's Salinas plant located on Blanco Rd.

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Young Steinbeck

(Continued From Page 8D)

graduated, never having believed in taking courses other than those which interested him.

Leaving Stanford, he headed for New York where he worked as a laborer on the construction of the old Madison Square Garden, a newspaper reporter, and unpublished novelist.

Worked at Tahoe

Giving up, he returned to California and spent a winter working as a lodge caretaker at Lake Tahoe. It was during that time that he worked on his first novel. Published in 1930, it was called "Cup of Gold." It sold a paltry 1,500 copies and brought no critical excitement.

That same year, he married his first wife (of three) Carrol Henning of San Jose. With the Depression and a meager income, he moved to Pacific Grove and lived at his family's home on an allowance of \$25 a month. He had gone there as a boy on family outings.

1935 Success

In 1935, he wrote "Tortilla Flat," and was on his way to fame in the literary world. After moving to Los Gatos for several years, he returned again to the Monterey Peninsula for several years before moving to New York for much of the rest of his life.

After that he didn't get back to his hometown.

And since much of his early, successful work dealt with social protest, some of which reflected on his home area, there are those who say he wasn't too welcome.

One of his former friends says there were a lot of his mother's friends who "took it (his writing) the wrong way."

As late as 1963, when former State Sen. Fred



Guess Who?

The youth astride the pony in center foreground is none other than native son, John Steinbeck, at the 1913 California Rodeo in Salinas. Only 11 at the time, the later Nobel Prize winner liked the early local rodeos with riders he knew, but frowned on later "big shows" with professionals.

Farr of Carmel introduced a resolution in the legislature to congratulate Steinbeck on winning the Nobel Prize, there was resistance to honoring him.

Criticized Writing

State Sen. Clark Bradley of San Jose refused to co-author the resolution. Bradley didn't favor it because he said Steinbeck had presented "a sordid and distorted picture of California in his books, particularly the 'Grapes of Wrath,'" for which Steinbeck won the Pulitzer Prize in 1940.

Even in the lengthy city effort to name something in Steinbeck's honor after his death there was some

local resistance, though much of it had faded with time.

Though she's not sure Steinbeck would have been unfavorably received returning to his hometown, Miss Donahue believes Steinbeck may have felt that way.

'Was Just Shy'

"I think he felt the people were too critical. To my mind he was just shy and his feelings would get hurt easily. I think that maybe he felt he wouldn't be too well received."

But today the city in which John Steinbeck was born and where his ashes were buried, does remember him.

The main Salinas library

has been renamed in his honor, and a collection of Steinbeck memorabilia, compiled and donated by former Californian managing editor, H.E. (Jack) Patton, is stored there, as are copies of all his books.

His family home, restored to near its original condition, is known as Steinbeck House, a luncheon restaurant serving products grown in his native Salinas Valley.

And to make sure that its most famous son wasn't overlooked in its Centennial celebration, Salinas last month inaugurated the festivities in his honor with Steinbeck Week.

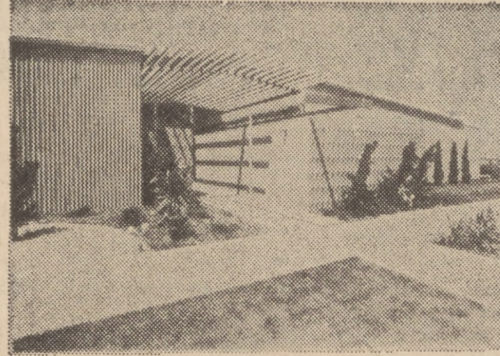
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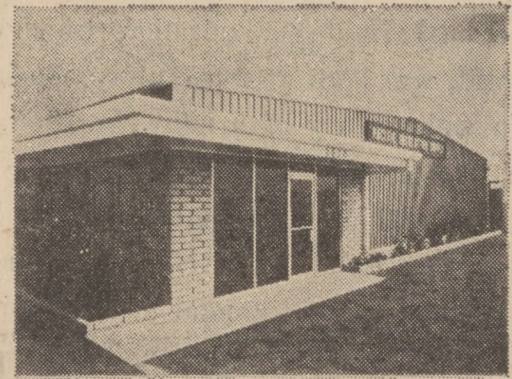


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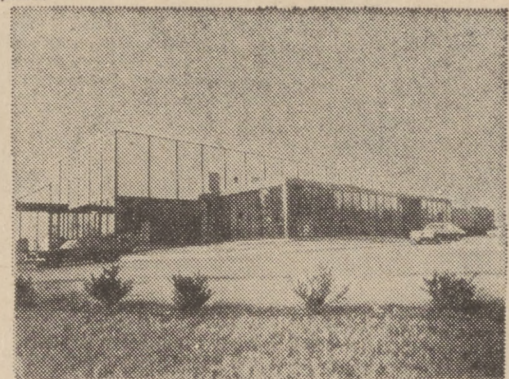
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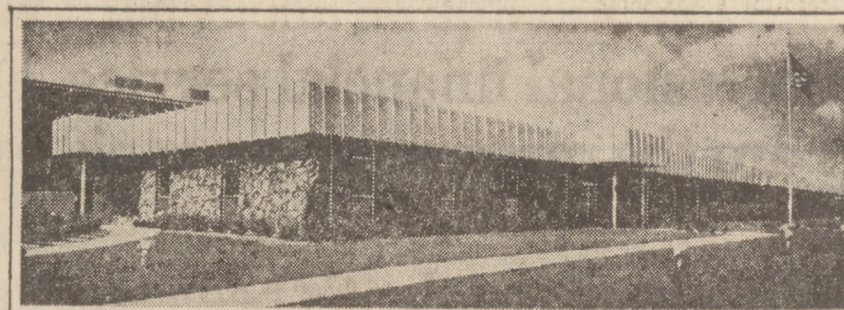
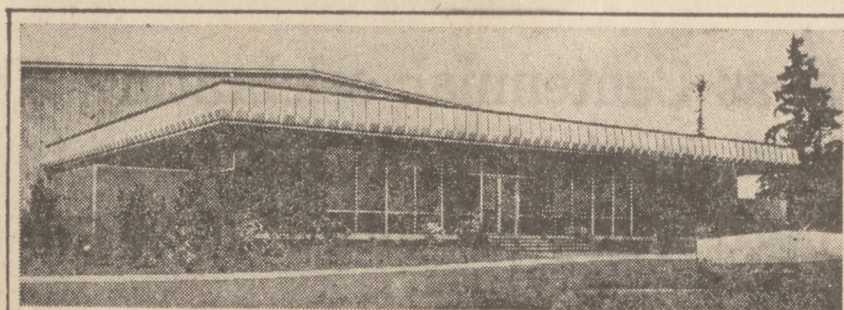
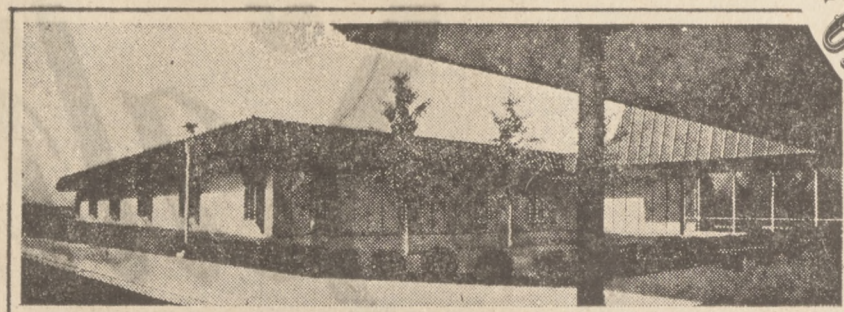
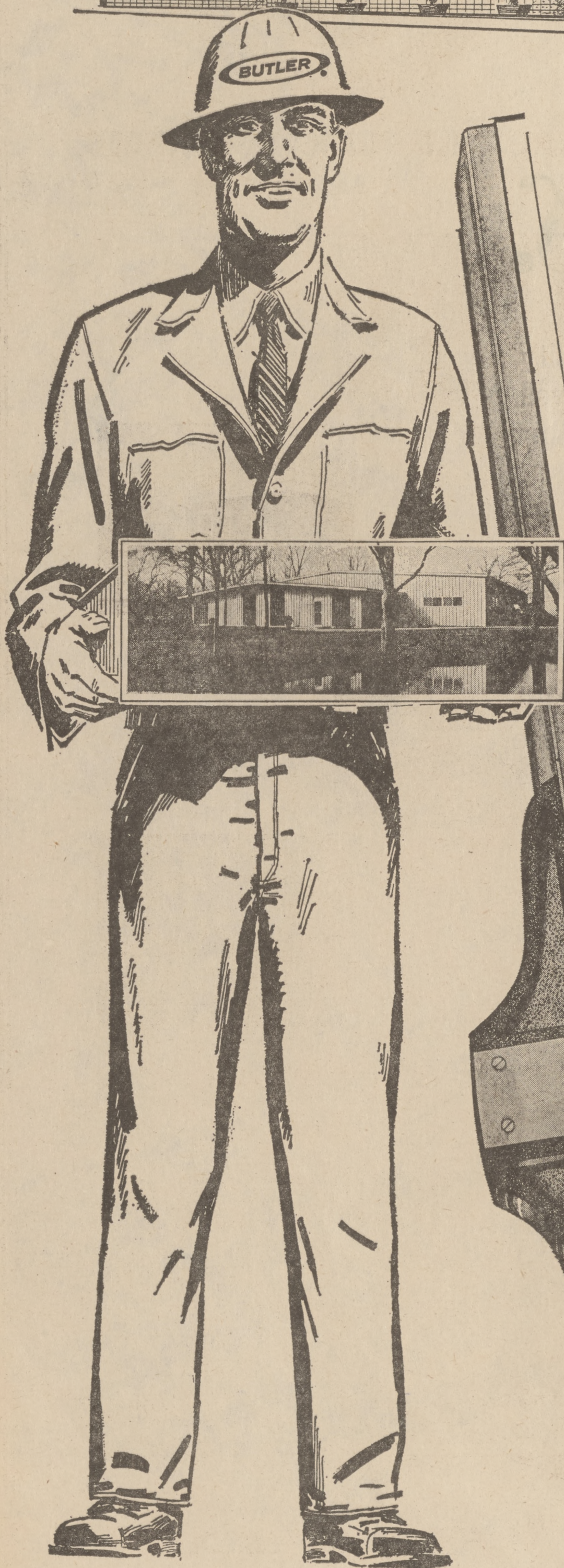
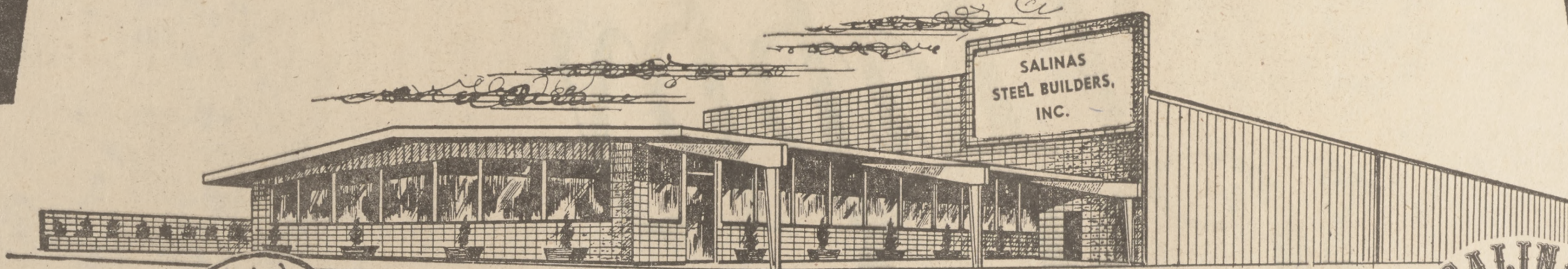
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